

For Release: November 1, 2001

Contact: Ellen Vieira, Executive Director (530) 283-6159

**Re: Kit For New Parents**

## **Plumas County Children and Families Commission Joins the CCFC to Launch Unprecedented Statewide Campaign for Parents, Caregivers of Young Children**

The California Children and Families Commission (CCFC) launched an unprecedented statewide campaign on November 1, 2001 to educate parents and caregivers about the important role they play in the intellectual and emotional development of young children.

Part of the campaign includes distribution of a free *Kit for New Parents*, designed to provide practical advice on a wide range of topics, including maternal and child health issues, bonding and attachment and child care. The *Kit* also includes a series of parenting brochures, a baby book, and a resource guide to connect parents with local services.

The Plumas County Children and Families Commission (PCCFC) will play a lead role in distributing the *Kit* locally. Ellen Vieira, Executive Director PCCFC states "Our ultimate goal is to get a *Kit for New Parents* into the hands of all new parents in Plumas County. The *Kit* is a powerful tool for parents, family members and caregivers committed to giving children the best start in life. It will be available locally after the first of the year."

The California Children and Families Commission was established after voters passed Proposition 10 in November 1998, adding a 50 cent-per-pack tax on cigarettes to fund education, health, child care and other programs to promote early childhood development for expectant parents and children up to age five.

###